

Message Text

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PAGE 01 MADRID 01385 01 OF 02 271737Z

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INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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P 271645Z FEB 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 1171

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS SECTION 1 OF 2 MADRID 1385

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP)

THERE FOLLOWS RECOMMENDED FY 77 CCP FOR SPAIN AS REQUESTED BY

REFAIR:

A. SECTION I: OVERVIEW.

SUGGEST LANGUAGE SIMILAR TO THAT PROPOSED FOR FY 76 CCP (SEE MADRID T-352 JAN 20) BE RETAINED FOR FY 77 CCP. PERFORMANCE FIGURES FOR SPANISH ECONOMY DURING CY 75 CAN BE INSERTED AS THEY BECOME AVAILABLE.

B. SECTION II: SUMMARY OF PROGRAM ACTIVITIES.

1. PRIORITY TRADE PROMOTION CAMPAIGNS:

1.1. POLLUTION CONTROL EQUIPMENT. (SECOND YEAR). CAMPAIGN MANAGER: LCECCHNI. OBJECTIVES AND ACTIVITIES: STIMULATE \$5 MILLION IN SALES AND INTRODUCE 12 NEW TO MARKET FIRMS: 1) TYPE IV US EXHIBITION AT MAY 1977 MONOGRAPHIC MUNICIPAL EQUIPMENT SALON OF INTERNATIONAL FAIR, VALENCIA; 2) ENCOURAGE SPANISH BUYERS/IMPORTERS TO VISIT APPROPRIATE USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; FOREIGN BUYER PROGRAM- ENCOURAGE SPANISH BUYERS/IMPORTERS TO ATTEND LEADING US EXHIBITIONS AND CONGRESSES THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 4) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, ADS, WTDRS, ETC.; 5) IDENTIFY REPORT ON, AND ASSIST US FIRMS IN AT LEAST TWO MAJOR PRODUCT TRADE OPPORTUNITIES; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETIN, AND, AS AVAILABLE FILMS AND VTR PROGRAMS ACQUIRED BY USI/IMV.

1.2 ELECTRONICS INDUSTRY EQUIPMENT. (THIRD YEAR) CAMPAIGN

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PAGE 02 MADRID 01385 01 OF 02 271737Z

MANAGER L CECCHINI. J DEVLIN . OBJECTIVES AND ACTIVITIES: STIMULATE

\$5 MILLION IN SALES AND INTRODUCE 20 NEW TO MARKET FIRMS: 1) TYPE IV US EXHIBITION AT SALON DE LA IMAGEN, SONIDO Y ELECTRONICA (SONIMAG), OCT, 1976, BARCELONA; (ORGANIZERS OF THIS NATIONAL SHOW HAVE APPLIED FOR PERMISSION TO MAKE IT INTERNATIONAL); 2) FOREIGN BUYER PROGRAM: ENCOURAGE SPANISH BUYERS/IMPORTERS TO ATTEND LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 3) ENCOURAGE SPANISH BUYERS/IMPORTERS TO VISIT APPROPRIATE USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 4) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, ADS, WTDRS, ETC.; 5) IDENTIFY, REPORT ON, AND ASSIST US FIRMS IN AT LEAST TWO MAJOR PRODUCT TRADE OPPORTUNITIES; 6) INDUSTRIAL OUTLOOK REPORT-ELECTRONICS; 7) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE, FILMS AND VTR PROGRAMS AS ACQUIRED BY USIA/IMV.

1.3 METAL WORKING AND FINISHING EQUIPMENT. CAMPAIGN MANAGER WH LUBKEMAN/W.WEST. OBJECTIVES AND ACTIVITIES: STIMULATE \$5 MILLION IN SALES AND INTRODUCE 10 U.S. FIRMS TO SPANISH BUYERS: 1) FOLLOW UP ALL LEADS DEVELOPED AT TYPE IV U.S. EXHIBITION, BILBAO, JUNE 1976;

2) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH BUYERS TO ATTEND LEADING U.S. EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC., 3) ENCOURAGE SPANISH BUYERS TO ATTEND USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILING, ETC.; 4) NORMAL COMMERCIAL FUNCTION, E.G. TOPS, WTDRS, ADS, ETC., 5) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, BULLETINS, AND AS AVAILABLE, FILMS AND VTR PROGRAMS AXQUIRED BY USIS/IMV.

1.4 BUSINESS SYSTEMS AND EQUIPMENT, INCLUDING COMPUTERS. CAMPAIGN MANAGER: W LUBKEMAN. OBJECTIVES AND ACTIVITEIS: STIMULATE \$7 MILLION IN SALES AND INTROODUCE 10 NEW TO MARKET FIRMS: 1) ENCOURAGE SPANISH TRADE ATTENDANCE AT USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC., 2) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH BUYERS/AGENTS TO ATTEND LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC., 3) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, ADS, WTDRS, ETC.;4) IDENTIFY, REPORT ON, AND ASSIST US FIRMS IN AT LEAST TWO MAJOR PRODUCT TRADE OPPORTUNITIES: 5) TECHNICAL SALES SEMINAR, APRIL 1977, MADRID; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, UNCLASSIFIED

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PAGE 03 MADRID 01385 01 OF 02 271737Z

AND, AS AVAILABLE, FILMS AND VTR PROGRAMS ACQUIRED BY USI-IMV. 1.5 FOOD PROCESSING AND APACKAGING EQUIPMENT. COMAPIGN MANAGER: W LUBKEMAN. OBJECTIVES AND ACTIVITIES: STIMULATE \$4 MILLION IN SALES AND INTRODUCE 10 NEW TO MARKET FIRMS:1) US FPP TRADE MISSION, JAN 1977; 2) ENCOURAGE QUALIFIED SPANISH TRADE ATTENDANCE AT USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 3) FOREIGN BUYER PROGRAM-STIMULATE SPANISH BUYERS/AGENTS TO ATTEND

LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 4) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, ADS, WTDRS, ETC; 5) IDENTIFY, REPORT ON, AND ASSIST US FIRMS IN AT LEAST TWO MAJOR PRODUCT TRADE OPPORTUNITIES; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE, FILMS AND VTR PROGRAMS ACQUIRED BY USIS/IMV.

1.6. PROCESS CONTROL INSTRUMENTATION. CAMPAIGN MANAGER: L CECCHINI OBJECTIVES AND ACTIVITIES: STIMULATE \$8 MILLION AND INTRODUCE 10 NEW TO MARKET FIRMS: 1) TYPE IV US EXHIBITION AT OCT 76 "INSTRUMENTALIA" FAIR, MADRID (ALSO SEE CAMPAIGN 1.7 LABORATORY INSTRUMENTS; 2) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH TRADE ATTENDANCE AT LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS,

ETC.; 3) STIMULATE SPANISH BUYERS/IMPORTERS TO ATTEND USTC AND COMMERCE SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC; 4) NORMAL COMMERCIAL PROGRAMS, E.G. TOPS, ADS, WTDRS, ETC.; 5) IDENTIFY, REPORT ON AND ASSIST US FIRMS IN AT LEAST ONE MAJOR PRODUCT TRADE OPPORTUNITY; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE, FILMS AND VTR PROGRAMS ACQUIRED BY USIA/IMV.

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PAGE 01 MADRID 01385 02 OF 02 280734Z

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INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 1172

INFO AMCONSUL BARCELONA

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UNCLAS SECTION 2 OF 2 MADRID 1385

1.7 LABORATORY INSTRUMENTS. CAMPAIGN MANAGER: L CECCHINI. OBJECTIVES AND ACTIVITIES: STIMULATE \$2 MILLION IN SALES AND INTRODUCE 15 NEW TO MARKET FIRMS: 1) TYPE IV US EXHIBITION AT OCT, 1976 "INSTRUMENTALIA" TRADE FAIR, MADRID (ALSO SEE CAMPAIGN 1.6 PROCESS CONTROL INSTRUMENTATION); 2) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH TRADE ATTENDANCE AT LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC; 3) STIMULATE SPANISH BUYERS/IMPORTERS TO ATTEND USTC AND COMMERCE SPONSORED

EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILING, ETC.; 4) ARRANGE US PARTICIPATION IN AT LEAST ONE MAJOR SEMINAR IN THIS FIELD; 5) NORMAL COMMERCIAL PROGRAMS, E.G. TOPS, ADS, WTDRS, ETC.; 5) IDENTIFY, REPORT ON AND ASSIST US FIRMS IN AT LEAST ONE MAJOR PRODUCT TRADE OPPORTUNITY; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE FILMS AND VTR PROGRAMS ACQUIRED BY USIA/IMV.

1.8 HEALTH CARE EQUIPMENT INSTRUMENTATION. CAMPAIGN MANAGER: LUBKEMAN. OBJECTIVES AND ACTIVITIES: STIMULATE \$5 MILLION IN SALES AND INTRODUCE 10 U.S. FIRMS TO NEW SPANISH BUYERS: 1) US TRADE MISSION , FALL 1976, MADRID AND BARCELONA; 2) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH BUYERS TO ATTEND LEADING U.S. EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC.; 3) ENCOURAGE SPANISH BUYERS TO ATTEND USTC AND COMMERCE-SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBON CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC; 4) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, WTDRS, ADS, ETC.; 5) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE, FILMS AND VTR PROGRAMS ACQUIRED BY USIS/IMV.

1.9 CONSUMER GOODS. (THIRD YEAR). CAMPAIGN MANAGER: LUBKEMAN.
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PAGE 02 MADRID 01385 02 OF 02 280734Z

OBJECTIVES AND ACTIVITIES: STIMULATE \$1 MILLION IN SALES AND INTRODUCE 10 NEW TO MARKET FIRMS: 1) UNDERTAKE ANNUAL CONSUMER GOODS MARKET REPORT: 2) WITH COMMERCE APPROVAL, ATTEMPT TO GAIN AGREEMENT OF SEARS ESPANA TO MOUNT AN IN-STORE PROMOTION, PROBABLY IN THE SPRING OF 1977, AND RENDER EVERY LEGITIMATE SUPPORT INCLUDING USIS FILMS, EXHIBITS, PAMPHLETS, ETC.; 3) FOREIGN BUYER PROGRAM-ENCOURAGE SPANISH TRADE ATTENDANCE AT LEADING US EXHIBITIONS THROUGH KEY CALLS, ARRANGING PUBLICITY, DIRECT CALLS, ETC., 4) STIMULATE SPANISH TRADE VISITATION TO USTC AND COMMERCE-SPONSORED EXHIBITIONS IN EUROPE THROUGH BLUE RIBBONS CALLS, ARRANGING PUBLICITY, DIRECT MAILINGS, ETC., 5) NORMAL COMMERCIAL FUNCTIONS, E.G. TOPS, ADS, WTDRS, ETC.; 6) USIS PRESS RELEASES, "NEW PRODUCTS" BULLETINS, AND, AS AVAILABLE, FILMS AND VTR PROGRAMS ACQUIRED BY USIA/IMV.

1.10 MAJOR PROJECT MAJOR TRADE OPPORTUNITIES. CAMPAIGN MANAGER: R OWEN. OBJECTIVES AND ACTIVITIES: SUBMIT 15 EARLY WARNINGS ON PROJECTS INVOLVING \$5 MILLION OR MORE IN POTENTIAL EXPORTS OF GOODS AND SERVICES. THE ENTIRE STAFF OF THE MISSION WILL CONTINUE TO BE ALERT FOR PROJECTS.

1.11 PLANT VISIT REPORTING-INDUSTRY UPDATE. CAMPAIGN MANAGER: R OWEN. OBJECTIVES AND ACTIVITIES: ONE REPORT TO CMM INDICATING PLANT VISIT OBJECTIVES AND TWELVE SUBMISSIONS ON PLANTS VISITED EACH MONTH OF FY 77.

C. SECTION 888. ORGANIZATION CHART, SAME AS THAT CONTAINED ON PAGE 8 OF DRAFT FY 76 CCP FOR SPAIN.

D. SECTION IV: RESOURCE ALLOCATION SUMMARY:

1. PRIORITY TRADE PROMOTION CAMPAIGNS, CAMPAIGN 1,1. MAN DAYS FSO 55.*) 50 CLERICAL 25. TRAVEL \$300. REPRESENTATION \$150. PRINT

AND MAIL \$50. CAMPAIGN 1.2 MAN DAYS FSO 65. FSL 65 CLERICAL 35.
TRAVEL \$200. REPRESENTATION \$150. PRINT AND MAIL \$35. CAMPAIGN
1.3. MAN DAYS FSO 40. FSL 30 CLERICAL 15. TRAVEL \$100. PRINT AND
MAIL \$50. CAMPAIGN 1.4. MAN DAYS FSO 50. FSL 45 CLERICAL 30. TRAVEL
\$200. REPRESENTATION \$150. PRINT AND MAIL \$50. CAMPAIGN 1.5. MAN
DAYS FSO 55. FSL 50 CLERICAL 30. TRAVEL \$200. REPRESENTATION \$100.
PRINT AND MAIL \$35. CAMPAIGN 1.6 MAN DAYS FSO 45, FSL 35, CLERICAL
15. TRAVEL \$50. REPRESENTATION \$50. PRINT AND MAIL \$30. CAMPAIGN
1.7 MAN DAYS FSO 45, FSL 30, CLERICAL 15. TRAVEL \$50. REPRES-
TATION \$50. PRINT ADD MAIL \$30. CAMPAIGN 1.8 MAN DAYS FSO 55,
FSL 45, CLERICAL 20. TRAVEL \$50. REPRESENTATION \$100. PRINT AND MAIL
\$35. CAMPAIGN 1.9 MAN DAYS FSO 40, FSL 35, CLERICAL 25. TRAVEL
\$100. REPRESENTATION \$100. PRINT AND MAIL \$50. CAMPAIGN 1.10. MAN
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PAGE 03 MADRID 01385 02 OF 02 280734Z

DAYS 60, FSL 50, CLERICAL 35. TRAVEL \$300. CAMPAIGN 1.11. MAN
DAYS FSO 65, FSL 35, CLERICAL 20. TRAVEL \$500. REPRESENTATION
\$100. PRINT AND MAIL \$25.

TOTALS FOR CAMPAIGN ACTIVITIES: MAN DAYS FSO575, FLS470, CLERICAL
265. TRAVEL \$2050. REPRESENTATION \$950. PRINT AND MAIL \$390.

1. OTHER ACTIVITIES: A. TRADE POLICY REPORTS/NEGOTIATIONS: MAN DAYS
FSO 150, FSL 55, CLERICAL 52. TRAVEL \$100. REPRESENTATION \$200.
B. EXCON INVESTIGATIONS/REPORTS: MAN DAYS, FSO 2, FSL 5. C. 35
SCHEDED CERP REPORTS. MAN DAYS, FSO 110, FSL 65, CLERICAL 60.
TRAVEL \$100. REPRESENTATION \$100, CONTRACT SERVICES \$2000. D. CERP
ALERT REPORTS. MAN DAYS, FSO 125, FSL 110, CLERICAL 60. TRAVEL
\$200, REPRESENTATION \$200. E. MARKET RESERACH. MAN DAYS, FSO 45,
FSL 20, CLERICAL 10. TRAVEL \$300. REPRESENTATION \$200. F. 200 ADS
(MADRID AND BARCELONA). MAN DAYS, FSO 10, FSL 100, CLERICAL 25.
PRINTING AND MAILING \$200. G. TOPS (350). MAND DAYS, FSO 20, FSL
45, CLERICAL 20. TRAVEL \$200 PRINTING AND MAILING \$100. H. 600
WTDRS (MADRID AND BARCELONA). MAN DAYS, FSO 10, FSL 150, CLERICAL
80. PRINTING AND MAILING \$200. CONTRACT SERVICES \$4200. I. BUSINESS
SERVICES. MAN DAYS, FSO 200, FSL 250, CLERICAL 200. PRINTING AND
MAILING \$200. J. INVESTMENT PROMOTION/PROTECTION. MAN DAYS, FSO
20, FSL 30, CLERICLA 10. TRAVEL \$200. K. PROGRAM MANAGEMENT. MAN
DAYS, FSO 150, FSL 15, CLERICAL 50. TRAVEL \$800. REPRESENTATION
\$600. L. TOTALS OTHER PROJECTS: MAN DAYS, FSO 842, FSL 845,
CLERICAL 567. TRAVEL \$1900. REPRESENTATION \$1400. PRINTING/
MAILING \$700. CONTRACT SERVICES \$6200.

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Message Attributes

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TAGS: BEXP, SP
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